



Participation of the Russian SMEs in EEN Brokerage Events: First Achievements and Lessons Learnt

Innovation Center Koltsovo

Gate2RuBIN: an opportunity and tool for Russian SMEs to participate in EEN brokerage events

The company Dia-Vesta took part in the brokerage event within the 4th Taste-Nutrition-Health International Congress, March 18th to 20th, 2009 in Dijon, France.

Purpose: *search for a partner for joint-manufacture of muesli bars with probiotics (bifido- and lactobacteria).*

The company Vector-BiAlgam took part in the brokerage event within the 23rd International Livestock Exhibition SPACE-2009, September 16th to 17th, 2009 in Rennes, France.

Purpose: *search for a partner for joint development of effective probiotic products for prevention and treatment of animal infectious diseases.*

Supporting center: Innovation Center Koltsovo (ICK), a Gate2RuBIN member.

The list of services provided by ICK to Dia-Vesta and Vector-BiAlgam

- 1) Preparing technology profiles for registration at websites of the BEs.
- 2) Carrying on the e-mail correspondence with the organizers of the BEs.
- 3) Providing assistance in search of potential partners for 1to1 business meetings through the websites of the BEs and other EEN / Gate2RuBIN tools.
- 4) Providing specialized training to the clients on how to make 1to1 meetings successful.
- 5) Making a presentation in English for 1to1 meetings.
- 6) Preparing the necessary documents for obtaining a visa.
- 7) Finding a French-Russian interpreter with assistance of coordinating team of Gate2RuBIN project.
- 8) Other services (booking a hotel, planning the route etc.).

RESULTS:

- 1) Innovations and advantages of the projects offered have been proved.
- 2) The companies have received much useful information on European market in food and livestock sectors and the key stakeholders.
- 3) Dia-Vesta has established contacts with **6** potential partners.
2 contacts are being developed at present.
- 4) Vector-BiAlgam has established contacts with **4** potential partners.
They expressed their intention to assist in business planning, formulation of requirements to parameters of the feed additives and veterinary drugs in compliance with the standards of France and the European Union, laboratory testing and providing technology assistance.

Lesson learnt:

- 1) Gate2RuBIN project provides a good opportunity and tools for developing business and technology cooperation between the Russian and European SMEs and research institutions.
- 2) EEN brokerage events are an effective tool for establishing the relevant partnerships.
- 3) However, many of the Russian SMEs are **not ready** to use this tool, because:
 - they have lack of the necessary international management competences and skills;
 - the total costs of participation in EEN brokerage events are rather high for the Russian SMEs due to the differences in incomes and the costs of currencies in Russia and Europe.

Possible solutions:

- a deeper and more systematic consulting support is required;
- part financial support of the Russian SMEs from the Government is required, at least to small and start-up companies.

Thank you for your attention!



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